Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) ~~A~~An apparatus to form rolls of labels, ~~UV curing module~~ the apparatus comprising:

a media path along which a web of backing material travels, the web of backing material carrying a plurality of discrete labels spaced therealong;

a label rewinder located at least proximate an end of the media path with respect to a direction of travel of the web of backing material, the label rewinder configured to wind the web of backing material carrying the labels as a roll of labels;

~~means for curing UV curable ink arranged above a media flow path wherein the means for curing is a~~ an ultraviolet (UV) cure ~~curing~~ module having at least one UV light source positioned and operable to cure ink carried by each of the labels before each respective one of the labels is overlapped by the web of backing material in the roll of labels formed by the ~~attached to a~~ label rewinder.

2. (Canceled)

3. (Canceled)

4. (Currently Amended) The apparatus ~~UV curing device~~ of claim 1 wherein the UV cure ~~curing~~ module is built into a rewinder enclosure.

5. (Currently Amended) The ~~UV curing device~~ apparatus of claim 1 wherein the media path is defined by ~~the UV curing module is mounted over a~~ belt drive that transports

the labels ~~label~~ from a ~~the~~ printer to the label rewinder and the at least one UV light source is positioned over the belt drive.

6. (Currently Amended) The ~~UV curing device~~ apparatus of claim 1 wherein the label rewinder is an offline rewinder.

7. (Currently Amended) The ~~UV curing device~~ apparatus of claim 1 wherein the at least one UV light source of the UV cure ~~curing~~ module comprises at least one lamp and a power source.

8. (Currently Amended) The ~~UV curing device~~ apparatus of claim 7 wherein the UV cure ~~curing~~ module further comprises at least one filter positioned to filter light emitted by the at least one lamp.

9. (Currently Amended) The ~~UV curing device~~ apparatus of claim ~~1~~7 wherein the at least one UV light source of the UV cure ~~curing~~ module ~~further~~ comprises a plurality of lamps, ~~and~~ the lamps selectively ~~at least one~~ activated ~~lamp is selected from the plurality of lamps~~ to selectively supply ~~select a~~ selective wavelength ~~and a light~~ of energy.

10. (Currently Amended) The ~~UV curing device~~apparatus of claim ~~9~~8 wherein the UV cure ~~curing~~ module further comprises a plurality of filters positioned to filter light emitted by respective ones of the plurality of lamps~~and at least one filter is selected from the plurality of filters to select a wavelength and a light energy~~.

11. (Currently Amended) The ~~UV curing device~~ apparatus of claim 7 wherein the UV cure ~~curing~~ module further comprises a reflector, said reflector is selected from the group consisting of angled, parabolic or curved and said reflector is made of a material selected from the group of metallic and dichromic materials.

12. (Currently Amended) The ~~UV curing device~~apparatus of claim 7 wherein the UV cure ~~curing~~ module is built into a rewinder enclosure.

13. (Currently Amended) The ~~UV curing device~~ apparatus of claim 7 wherein the the media path is defined by ~~UV curing module is mounted over~~ a belt drive that transports the labels ~~label~~ from ~~the~~ a printer to the label rewinder and the lamps are positioned over the belt drive .

14. (Currently Amended) The ~~UV curing device~~ apparatus of claim 7 wherein the ~~a~~ label rewinder is an offline applicator.

15.-17. (Canceled)

18. (Currently Amended) The ~~UV curing device~~ apparatus of claim 9 wherein the UV cure ~~curing~~ module further comprises a reflector, said reflector is selected from the group consisting of angled, parabolic or curved and said reflector is made of a material selected from the group of metallic and dichromic materials.

19. (Currently Amended) The ~~UV curing device~~ apparatus of claim 10 wherein the UV curing module further comprises a reflector, said reflector is selected from the group consisting of angled, parabolic or curved and said reflector is made of a material selected from the group of metallic and dichromic materials.

20. (Canceled)

21. (Canceled)

22. (New) The apparatus of claim 1, further comprising:
a circuit coupled to shift a current density of the at least one UV light source.

23. (New) The apparatus of claim 7, further comprising:

a photo sensor control circuit coupled to provide feedback to vary an output of the lamp or the power source.

24. (New) The apparatus of claim 7, further comprising:

a label sensor positioned to sense the labels as the web of backing material travels along the media path and coupled to provide a signal to activate the at lamp.